WE CLAIM:

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1. A method for treating a viscoelastic fluid, whereby management of said viscoelastic fluid by an absorbent article is improved, comprising the steps of:

treating at least one portion of said absorbent article with at least one treatment chemistry selected from the group consisting of cross-linking gelling agents, thickening agents, mucolytic agents, agglutinizing agents, plasma precipitators, lysing agents and combinations thereof; and

contacting said at least one portion of said absorbent article with said viscoelastic fluid, thereby one of altering at least one property of said viscoelastic fluid and altering an interaction between said absorbent article and said viscoelastic fluid.

2. A method in accordance with Claim 1, wherein said viscoelastic fluid is menses.

3. A method in accordance with Claim 1, wherein said at least one treatment chemistry is in a form of solid particles.

4. A method in accordance with Claim 1, wherein said at least one treatment chemistry is uniformly dispersed on said portion of at least one of a surface and an interior of said absorbent article.

5. A method in accordance with Claim 1, wherein said absorbent article comprises a cover sheet, a backsheet, and an absorbent layer disposed therebetween and said at least one treatment chemistry is disposed on at least a portion of at least one of said cover sheet, said backsheet and said absorbent layer.

6. A method in accordance with Claim 5, wherein said at least one treatment chemistry is disposed along opposed edges of said absorbent layer.

7. A method in accordance with Claim 5, wherein said at least one treatment chemistry is disposed in a center region of said absorbent layer.

8. A method in accordance with Claim 5, wherein said cover sheet, said backsheet and said absorbent layer comprise at least one nonwoven web material.

9. A method in accordance with Claim 8, wherein said at least one treatment chemistry is disposed within a plurality of polymeric fibers comprising said nonwoven web material.

10. A method in accordance with Claim 5, wherein said at least one treatment chemistry is dispersed within said at least one of said cover sheet, said backsheet and said absorbent layer so as to form a gradient therein.

11. A method in accordance with Claim 5, wherein said at least one treatment chemistry is at least one said cross-linking gelling agent and a superabsorbent is disposed in said absorbent layer.

12. A method in accordance with Claim 1, wherein said absorbent article comprises a nonwoven web material selected from the group consisting of airlaid, spunbond, meltblown, bonded carded web, non-bonded pulp, bonded pulp and combinations thereof.

13. A method in accordance with Claim 9, wherein at least a portion of said polymeric fibers are bicomponent fibers and said at least one treatment chemistry is disposed within one segment of said bicomponent fibers.

14. A method in accordance with Claim 8, wherein said nonwoven web material is a laminate.

15. A method for treating a viscoelastic fluid comprising the steps of:

forming a nonwoven web material;

dispersing at least one treatment chemistry selected from the group consisting of cross-linking gelling agents, thickening agents, agglutinizing agents, plasma precipitators, mucolytic agents, lysing agents and combinations thereof on at least one of at least a portion of a surface of polymeric fibers forming said nonwoven web material and within at least a portion of the interstices of said nonwoven web material; and

contacting said at least one treatment chemistry with said viscoelastic fluid.

16. A method in accordance with Claim 15, wherein said at least one treatment chemistry is in a form of solid particles.

17. A method in accordance with Claim 15, wherein said at least one treatment chemistry is uniformly dispersed on said portion of said at least one of said surface and said interior of said nonwoven web material.

18. A method in accordance with Claim 15, wherein said nonwoven web material comprises a plurality of nonwoven material layers.

19. A method in accordance with Claim 18, wherein said at least one treatment chemistry is dispersed on less than all of said plurality of nonwoven material layers.

20. A method in accordance with Claim 15, wherein said at least one treatment chemistry is dispersed non-homogeneously within said nonwoven web material.

21. A method in accordance with Claim 15, wherein said viscoelastic fluid is menses.

22. A method in accordance with Claim 15, wherein said at least one treatment chemistry is disposed within an interior of at least a portion of said polymeric fibers.

23. A method in accordance with Claim 15, wherein said nonwoven web material is selected from the group consisting of spunbond, meltblown, bonded carded, airlaid, bonded pulp, unbonded pulp, coform and combinations thereof.

24. A method in accordance with Claim 15, wherein said treatment chemistry is a mixture of at least one said cross-linking gelling agent and a superabsorbent.

25. A method on accordance with Claim 15, wherein said treatment chemistry comprises at least one said cross-linking gelling agent.

26. A method in accordance with Claim 25, wherein said cross-linking gelling agent comprises a polyglycan.

27. In an absorbent article comprising an absorbent layer having a first surface and a second surface, a fluid permeable cover disposed adjacent said first surface, a fluid impervious baffle disposed adjacent said second surface, the improvement comprising:

at least one treatment chemistry selected from the group consisting of cross-linking gelling agents, thickening agents, agglutinizing agents, plasma precipitators, mucolytic agent, lysing agents and combinations thereof disposed within at least a portion of said absorbent layer.

28. An absorbent article in accordance with Claim 27 further comprising a superabsorbent disposed within said absorbent layer.

29. An absorbent article in accordance with Claim 28, wherein said treatment chemistry comprises at least one said cross-linking gelling agent.

30. An absorbent article in accordance with Claim 29, wherein said at least one said cross-linking gelling agent is water soluble.

31. An absorbent article in accordance with Claim 27 further comprising at least one material selected from the group consisting of airlaid, airformed, wetlaid, absorbent laminates, nonwovens and combinations thereof.

32. An absorbent article comprising:

a nonwoven material treated with a treatment chemistry selected from the group consisting of cross-linking gelling agents, thickening agents, agglutinizing agents, plasma precipitators, mucolytic agents, lysing agents and combinations thereof.

33. An absorbent article in accordance with Claim 32, wherein at least one superabsorbent is disposed within said nonwoven material.

34. An absorbent article in accordance with Claim 32, wherein said treatment chemistry comprises at least one said cross-linking gelling agent.

35. An absorbent article in accordance with Claim 34, wherein said at least one said cross-linking gelling agent is water soluble.

36. An absorbent article in accordance with Claim 32, wherein said treatment chemistry is disposed within a plurality of polymeric fibers comprising said nonwoven material.

37. An absorbent article in accordance with Claim 32, wherein said nonwoven material is selected from the group consisting of airlaid, spunbond, meltblown, bonded carded, non-bonded pulp, bonded pulp and combinations thereof.

38. An absorbent article in accordance with Claim 32, wherein said nonwoven material comprises a plurality of nonwoven layers.

39. An absorbent article in accordance with Claim 38, wherein said at least one treatment chemistry is dispersed at least one of on and in less than all of said plurality of nonwoven layers.

40. An absorbent article in accordance with Claim 32, wherein said at least one treatment chemistry is dispersed non-homogeneously within said nonwoven material.

41. An absorbent article in accordance with Claim 32, wherein said at least one treatment chemistry is disposed on a surface of at least a portion of a plurality of polymeric fibers of said nonwoven material.

42. An absorbent article in accordance with Claim 32, wherein said nonwoven material comprises a plurality of bicomponent polymeric fibers and said at least one treatment chemistry is disposed in only one segment of said bicomponent polymeric fibers.

43. An absorbent article in accordance with Claim 32, wherein said mucolytic agents comprise a material selected from the group consisting of cysteine, thioglycolates, dithiotriacol, other sulfur-containing thiol materials and combinations and mixtures thereof.

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